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In re: Application of

ACTV, INC.

Int'l Appl. No. PCT/US97/09045

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Technology Center 2600

For: DIGITAL INTERACTIVE SYSTEM FOR PROVIDING FULL INTERACTIVITY  
WITH LIVE PROGRAMMING EVENTS

AMENDMENT

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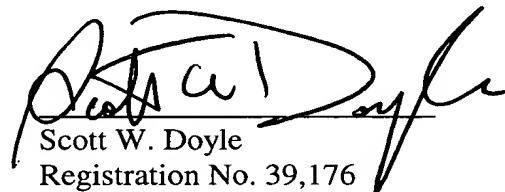
Attn: Examiner Nathan Flynn

Dear Sir:

Please add to this application claims 18-227, which can be found on the attached additional pages 54-80.

Dated: August 25, 1999.

Respectfully submitted,



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18. A live interactive digital presentation system, comprising:  
 a means for receiving live programming, wherein the programming contains a plurality of digital video and audio;  
 a viewer interface for receiving viewer entries;  
 a microprocessor, connected to the viewer interface, for selecting and switching to one of the video and audio signals based on at least one of the viewer entries;  
 a means for displaying the selected video signal; and  
 a means for playing the selected audio signal.
19. The live interactive digital presentation system of claim 18, wherein the combined digital program stream is received from a satellite transmission system.
20. The live interactive digital presentation system of claim 18, wherein the combined digital program stream is received from a cable distribution system.
21. The live interactive digital presentation system of claim 18, wherein the combined digital program stream is received from a broadcast transmission system.
22. The live interactive digital presentation system of claim 18, wherein the combined digital program stream is received within a private network.
23. The live interactive digital presentation system of claim 18, wherein the combined digital program stream is received within an in-stadium network.
24. The live interactive digital presentation system of claim 18, wherein the system is embodied in a computer workstation.

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25. The live interactive digital presentation system of claim 18, wherein the combined digital program stream is received over the Internet.

26. The live interactive digital presentation system of claim 18, wherein the plurality of digital video signals corresponds to different predetermined camera angles.

27. The live interactive digital presentation system of claim 18, wherein one of the plurality of digital video signals corresponds to a main program video feed.

28. The live interactive digital presentation system of claim 18, wherein each of the plurality of digital video signals corresponds to separate audio signals.

29. The live interactive digital presentation system of claim 18, wherein the programming contains one or more information segment addresses, wherein the information segment addresses specify one or more addresses of information segments, the system further comprising:

a means for decoding, connected to the receiving means, the information segment addresses;

a means for retrieving, connected to the decoding means, the information segments at the determined information segment addresses;

wherein the display means presents the video signal at the same time or as a replacement for the information segments.

30. The live interactive digital presentation system of claim 29, wherein the information address segments are uniform resource locators, the uniform resource locators specifying Internet Web site addresses.

31. The live interactive digital presentation system of claim 29, wherein the information address segments are database indexes on networks.

32. A system for providing live interactive digital programming, comprising:  
a means for receiving video signals some of which are from a plurality of  
video cameras, one or more of the cameras relaying a different predetermined view of  
a live event;

5 a means for producing one or more audio signals corresponding to the live  
event;

a means for generating one or more graphics signals;

at least one digital compression device, connected to the receiving and  
producing means, for digitally compressing the video, graphics and audio signals;

10 a digital multiplexer, connected to the digital compression device, for  
multiplexing the video, graphics and audio signals, into a combined digital program  
stream; and

a means for transmitting the combined digital program stream.

15 33. The system of claim 32, wherein the transmission means is a satellite  
transmission system.

34. The system of claim 32, wherein the transmission means is a cable distribution  
system.

35. The system of claim 32, wherein the transmission means is a broadcast  
transmission system.

20 36. The system of claim 32, wherein the combined digital program stream is  
received within a private network.

37. The system of claim 32, wherein the combined digital program stream is  
received within an in-stadium network.

25 38. The system of claim 32, wherein the combined digital program stream is  
received over the Internet.

39. A method for providing live interactive digital programming, comprising the steps of:

obtaining video signals from a plurality of video cameras, one or more of the cameras relaying a different view of a live event;

5 producing one or more audio signals corresponding to the live event;  
receiving the video and audio signals in a control studio;  
digitally compressing the video and audio signals;  
digitally multiplexing the video and audio signals into a combined digital program stream;

10 transmitting the combined digital program stream;  
receiving the combined digital program stream at a receive site;  
digitally demultiplexing the video and audio signals; and  
displaying the video signal on a screen.

15 40. The method of claim 39, wherein the combined digital program stream is transmitted over a satellite transmission system.

41. The method of claim 39, wherein the combined digital program stream is transmitted over a cable distribution system.

42. The method of claim 39, wherein the combined digital program stream is transmitted over a broadcast transmission system.

20 43. The system of claim 39, wherein the combined digital program stream is received within a private network.

44. The system of claim 39, wherein the combined digital program stream is received within an in-stadium network.

45. The system of claim 39, wherein the combined digital program stream is received over the Internet.

46. The method of claim 39, further comprising the steps of:  
gathering viewer specific information;  
5 creating a viewer profile with gathered viewer specific information;  
wherein selecting the video and audio signals is based in part on the viewer profile.

47. The method of claim 39, further comprising the steps of storing the viewer profile in a database.

10 48. The method of claim 47, wherein the database is located at a site remote from the receive site.

49. The method of claim 47, wherein the database is located at the receive site.

15 50. The method of claim 39, wherein the step of gathering viewer specific information comprises the steps of:  
displaying at least one interrogatory to the viewer, the content of the interrogatory involving program options;  
collecting entries from the viewer in response to the interrogatories; and  
wherein the selection of video or audio signals is based in part on the collected  
20 viewer entries.

51. A method for providing live interactive digital programming, comprising:  
receiving live interactive programming, the live interactive programming comprising a plurality of digitally compressed video and audio, and one or more information segment addresses specifying one or more addresses of related  
25 information segments, the reception system comprising:  
obtaining viewer entries;

selecting one of the video and audio signals and directing a switch to the selected video and audio signals;

decoding the information segment addresses;

5 retrieving the one or more information segments residing at the determined addresses;

demultiplexing the selected video and audio signals;

decompressing the demultiplexed selected video and audio signals; and

presenting the video, audio signals and information segments.

10 52. The method of claim 51, wherein the information segment addresses are uniform resource locators, the uniform resource locators specifying Internet Web sites.

53. A method of providing to a user digital programming at a receiver station, comprising the steps of:

15 receiving a plurality of digitally compressed video signals, each signal corresponding to a different video option of a program, wherein the plurality of video signals comprise at least one replay video and at least one standard video signal;

selecting one of the video options;

digitally decompressing the selected video signal corresponding to the selected video option; and

20 displaying the selected video signal corresponding to the selected video option, wherein visual transition to the selected video signal is seamless.

54. The method of claim 53, wherein the receiver station is a digital television.

55. The method of claim 53, wherein the receiver station comprises a personal computer.

56. The method of claim 53, wherein the receiver station comprises a digital cable box and a television, operably connected to the digital cable box.

57. The method of claim 53, further comprising the steps of:  
indicating to the user the different video options;  
5 receiving from the user a command indicating the selected video option.

58. The method of claim 53, wherein the plurality of video signals further comprise at least one closeup video and at least one slow motion video replay.

59. The method of claim 53, wherein the selected video option corresponds to the replay video.

10 60. The method of claim 53, wherein the digital programming is received from a digital versatile disk.

61. The method of claim 53, wherein the digital programming is received from a cable headend.

15 62. The method of claim 53, wherein the digital programming is received from satellite broadcast.

63. The method of claim 53, further comprising the steps of:  
creating a viewer profile;  
wherein the selecting step comprises the substep of selecting the video option  
based at least in part on the viewer profile.

20 64. The method of claim 53, further comprising the steps of:  
obtaining a plurality of graphics segments;  
selecting at least one graphic segment;  
displaying the selected graphic segments.



65. The method of claim 64, wherein at least one of the graphics segments is stored locally to the receiver station.

66. The method of claim 64, wherein at least one of the graphics segments is received over a communications link from a remote source.

5 67. The method of claim 64, wherein at least one of the graphics segments is received over a communications link with an online service provider.

68. The method of claim 53, further comprising the step of receiving a plurality of audio signals.

10 69. The method of claim 68, wherein each audio signal is associated with one of the video signals.

70. The method of claim 68, wherein at least one of the audio signals is stored locally to the receiver station.

71. The method of claim 68, wherein at least one of the audio signals is received over a communications link from a remote source.

15 72. The method of claim 68, wherein at least one of the audio signals is received over a communications link with an online service provider.

20 73. A method for providing digital video programming, comprising the steps of:  
obtaining a plurality of video signals;  
delaying at least one of the video signals for a predetermined amount of time  
to create a replay video signal;  
producing one or more audio signals;  
digitally compressing the video and audio signals into a combined digital  
program stream;

transmitting the combined digital program stream.

74. The method of claim 73, wherein the plurality of video signals are obtained from a plurality of video cameras, at least one of the cameras relaying a view of a live event.

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75. A method of providing to a user digital programming at a receiver station, and during viewing of one of a plurality of video signals associated with the digital programming, accessing an Internet site through an Internet address, comprising the steps of:

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receiving a plurality of digitally compressed video signals, each signal corresponding to a different video option of a program, wherein the plurality of video signals comprises a standard video signal;

selecting one of the video options;

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digitally decompressing the selected video signal corresponding to the selected video option; and

displaying the selected video signal corresponding to the selected video option;

obtaining at least one address associated with at least one Web site; and

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automatically establishing, based on a user response, a communications link with the address indicated Web site.

76. The method of claim 75, further comprising the step of using the communications link to receive information from the Web site.

77. The method of claim 76, wherein the received information contains at least one graphics segment.

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78. The method of claim 76, wherein the received information contains a video segment.

79. The method of claim 76, wherein the received information contains an audio segment.

80. The method of claim 77, wherein the graphics segment is displayed to the user.

5 81. The method of claim 78, wherein the video segment is displayed to the user.

82. The method of claim 79, wherein the audio segment is played for the user.

83. The method of claim 75, wherein the receiver station is a digital television.

84. The method of claim 75, wherein the receiver station comprises a personal computer with a television card.

10 85. The method of claim 75, wherein the receiver station comprises a digital cable box and a television, operably connected to the digital cable box.

86. The method of claim 75, wherein the plurality of video signals further comprise at least one closeup video and at least one slow motion video replay.

15 87. The method of claim 75, wherein the selected video option corresponds to the replay video.

88. The method of claim 75, wherein the digital programming is received from a digital versatile disk.

89. The method of claim 75, wherein the digital programming is received from a CDROM.

90. The method of claim 75, wherein the digital programming is received from an Internet connection.

91. The method of claim 75, wherein the digital programming is received from a cable headend.

5 92. The method of claim 75, wherein the digital programming is received from satellite broadcast.

93. The method of claim 75, further comprising the steps of:  
creating a viewer profile;  
wherein the selecting step comprises the substep of selecting the video option  
10 based at least in part on the viewer profile.

94. The method of claim 75, further comprising the steps of:  
obtaining a plurality of graphics segments;  
selecting at least one graphic segment;  
displaying the selected graphic segments.

15 95. The method of claim 94, wherein at least one of the graphics segments is stored locally to the receiver station.

96. The method of claim 94, wherein at least one of the graphics segments is received over a communications link from a remote source.

20 97. The method of claim 94, wherein at least one of the graphics segments is received over a communications link with an online service provider.

98. The method of claim 75, further comprising the step of receiving a plurality of audio signals.

99. The method of claim 98, wherein each audio signal is associated with one of the video signals.

100. The method of claim 98, wherein at least one of the audio signals is stored locally to the receiver station.

5 101. The method of claim 98, wherein at least one of the audio signals is received over a communications link from a remote source.

102. The method of claim 98, wherein at least one of the audio signals is received over a communications link with an online service provider.

10 103. A system of providing to a user digital programming at a receiver station, and during viewing of one of a plurality of video signals associated with the digital programming, accessing an Internet site through an Internet address, comprising:

a means for receiving a plurality of digitally compressed video signals, each signal corresponding to a different video option of a program, wherein the plurality of video signals comprises a standard video signal;

15 a processor, connected to the receiving means, wherein the processor selects one of the video options;

a digital decompressor, operably connected to the processor, for decompressing the selected video signal corresponding to the selected video option; and

20 a display screen, operably connected to the digital decompressor, for displaying the selected video signal corresponding to the selected video option;

a means for obtaining at least one address associated with at least one Web site; and

25 a means for automatically establishing, based on a user response, a communications link with the address indicated Web site.

104. The system of claim 103, further comprising a means for receiving information from the Web site.

105. The system of claim 104, wherein the received information contains at least one graphics segment.

5 106. The system of claim 104, wherein the received information contains a video segment.

107. The system of claim 104, wherein the received information contains an audio segment.

10 108. The system of claim 105, wherein the graphics segment is displayed to the user on the display screen.

109. The system of claim 106, wherein the video segment is displayed to the user on the display screen.

110. The system of claim 107, further comprising a speaker, wherein the audio segment is played for the user on the speaker.

15 111. The system of claim 103, wherein the receiver station comprises a digital television.

112. The system of claim 103, wherein the receiver station comprises a personal computer.

20 113. The system of claim 103, wherein the receiver station comprises a digital cable box and a television, operably connected to the digital cable box.

114. The system of claim 103, wherein the plurality of video signals further comprise at least one closeup video and at least one slow motion video replay.

115. The system of claim 103, wherein the selected video option corresponds to the replay video.

5 116. The system of claim 103, further comprising a digital versatile disk, wherein the digital programming is received from the digital versatile disk.

117. The system of claim 103, further comprising a CD ROM, wherein the digital programming is received from the CD ROM.

10 118. The system of claim 103, wherein the digital programming is received from an Internet connection.

119. The system of claim 103, wherein the digital programming is received from a cable headend.

120. The system of claim 103, wherein the digital programming is received from satellite broadcast.

15 121. The system of claim 103, further comprising a storage device, wherein a viewer profile is stored in the storage device and the processor selects the video option based at least in part on the viewer profile.

20 122. The system of claim 103, further comprising:  
a means for obtaining a plurality of graphics segments;  
wherein the processor selects at least one graphic segment and the selected graphics segment is displayed on the display screen.

123. The system of claim 122, further comprising a storage device, wherein at least one of the graphics segments is stored in the storage device.

124. The system of claim 122, wherein at least one of the graphics segments is received over a communications link from a remote source.

5 125. The system of claim 122, wherein at least one of the graphics segments is received over a communications link with an online service provider.

126. The system of claim 103, further comprising a means of receiving a plurality of audio signals.

10 127. The system of claim 126, wherein each audio signal is associated with one of the video signals.

128. The system of claim 126, further comprising a storage device, wherein at least one of the audio signals is stored in the storage device.

129. The system of claim 126, wherein at least one of the audio signals is received over a communications link from a remote source.

15 130. The system of claim 126, wherein at least one of the audio signals is received over a communications link with an online service provider.

20 131. A method of providing to a user digital interactive programming at a receiver station, and during viewing of one of a plurality of video signals associated with the digital programming, accessing an Internet site through an Internet address received at the station, comprising the steps of:

receiving a plurality of digitally compressed video signals, each signal corresponding to a different video option of a program, wherein the plurality of video signals comprises a standard video signal;



selecting one of the video options;  
digitally decompressing the selected video signal corresponding to the selected  
video option; and

5        displaying the selected video signal corresponding to the selected video  
option;

obtaining at least one address associated with at least one Internet site;

sending a message request to the address indicated Internet site;

automatically establishing a communications link with the address indicated  
Internet site;

10        receiving Internet information from the Internet site;

wherein the communications link is automatically established with the Internet  
site without user interaction.

15        132. The method of claim 131, wherein the received information contains at least  
one graphics segment.

133. The method of claim 131, wherein the received information contains a video  
segment.

134. The method of claim 131, wherein the received information contains an audio  
segment.

20        135. The method of claim 132, wherein the graphics segment is displayed to the  
user.

136. The method of claim 133, wherein the video segment is displayed to the user.

137. The method of claim 134, wherein the audio segment is played for the user.

138. The method of claim 131, wherein the receiver station is a digital television.

139. The method of claim 131, wherein the receiver station comprises a personal computer with a television card.

140. The method of claim 131, wherein the receiver station comprises a digital cable box and a television, operably connected to the digital cable box.

5 141. The method of claim 131, wherein the plurality of video signals further comprise at least one closeup video and at least one slow motion video replay.

142. The method of claim 131, wherein the selected video option corresponds to the replay video.

10 143. The method of claim 131, wherein the digital programming is received from a digital versatile disk.

144. The method of claim 131, wherein the digital programming is received from a CDROM.

145. The method of claim 131, wherein the digital programming is received from an Internet connection.

15 146. The method of claim 131, wherein the digital programming is received from a cable headend.

147. The method of claim 131, wherein the digital programming is received from satellite broadcast.

20 148. The method of claim 131, further comprising the steps of:  
creating a viewer profile;  
wherein the selecting step comprises the substep of selecting the video option based at least in part on the viewer profile.

149. The method of claim 131, further comprising the steps of:  
obtaining a plurality of graphics segments;  
selecting at least one graphic segment;  
displaying the selected graphic segments.

5 150. The method of claim 149, wherein at least one of the graphics segments is stored locally to the receiver station.

151. The method of claim 149, wherein at least one of the graphics segments is received over a communications link from a remote source.

10 152. The method of claim 149, wherein at least one of the graphics segments is received over a communications link with an online service provider.

153. The method of claim 131, further comprising the step of receiving a plurality of audio signals.

154. The method of claim 153, wherein each audio signal is associated with one of the video signals.

15 155. The method of claim 153, wherein at least one of the audio signals is stored locally to the receiver station.

156. The method of claim 153, wherein at least one of the audio signals is received over a communications link from a remote source.

20 157. The method of claim 153, wherein at least one of the audio signals is received over a communications link with an online service provider.

158. A system of providing to a user digital programming at a receiver station, and during viewing of one of a plurality of video signals associated with the digital

programming, accessing an Internet site through an Internet address received at the station, comprising:

5 a means for receiving a plurality of digitally compressed video signals, each signal corresponding to a different video option of a program, wherein the plurality of video signals comprises a standard video signal;

a processor, connected to the receiving means, wherein the processor selects one of the video options;

10 a digital decompressor, operably connected to the processor, for decompressing the selected video signal corresponding to the selected video option; and

a display screen, operably connected to the digital decompressor, for displaying the selected video signal corresponding to the selected video option;

a means for obtaining at least one address associated with at least one Internet site;

15 a means for automatically establishing a communications link with the address indicated Internet site;

a means for receiving Internet information from the Internet site;

wherein the communications link is automatically established with the Internet site without user interaction.

20 159. The system of claim 158, wherein the received information contains at least one graphics segment.

160. The system of claim 158, wherein the received information contains a video segment.

25 161. The system of claim 158, wherein the received information contains an audio segment.

162. The system of claim 159, wherein the graphics segment is displayed to the user on the display screen.

163. The system of claim 160, wherein the video segment is displayed to the user on the display screen.

164. The system of claim 161, further comprising a speaker, wherein the audio segment is played for the user on the speaker.

5 165. The system of claim 158, wherein the receiver station comprises a digital television.

166. The system of claim 158, wherein the receiver station comprises a personal computer with a television card.

10 167. The system of claim 158, wherein the receiver station comprises a digital cable box and a television, operably connected to the digital cable box.

168. The system of claim 158, wherein the plurality of video signals further comprise at least one closeup video and at least one slow motion video replay.

169. The system of claim 158, wherein the selected video option corresponds to the replay video.

15 170. The system of claim 158, further comprising a digital versatile disk, wherein the digital programming is received from the digital versatile disk.

171. The system of claim 158, further comprising a CD ROM, wherein the digital programming is received from the CD ROM.

20 172. The system of claim 158, wherein the digital programming is received from an Internet connection.

173. The system of claim 158, wherein the digital programming is received from a cable headend.

174. The system of claim 158, wherein the digital programming is received from satellite broadcast.

5 175. The system of claim 158, further comprising a storage device, wherein a viewer profile is stored in the storage device and the processor selects the video option based at least in part on the viewer profile.

176. The system of claim 158, further comprising:

a means for obtaining a plurality of graphics segments;

10 wherein the processor selects at least one graphic segment and the selected graphics segment is displayed on the display screen.

177. The system of claim 176, further comprising a storage device, wherein at least one of the graphics segments is stored in the storage device.

15 178. The system of claim 176, wherein at least one of the graphics segments is received over a communications link from a remote source.

179. The system of claim 176, wherein at least one of the graphics segments is received over a communications link with an online service provider.

180. The system of claim 158, further comprising a means for receiving a plurality of audio signals.

20 181. The system of claim 180, wherein each audio signal is associated with one of the video signals.

182. The system of claim 180, further comprising a storage device, wherein at least one of the audio signals is stored in the storage device.

183. The system of claim 180, wherein at least one of the audio signals is received over a communications link from a remote source.

5 184. The system of claim 180, wherein at least one of the audio signals is received over a communications link with an online service provider.

185. A method of providing to a user digital programming at a receiver station, comprising the steps of:

10 receiving a plurality of digitally compressed video signals, each signal corresponding to a different video option of a program;  
creating a profile for the user;  
selecting one of the video options, wherein the video option is selected based upon the user's profile resulting in a program tailored to the user;  
15 digitally decompressing the selected video signal corresponding to the selected video option; and  
displaying the selected video signal corresponding to the selected video option, wherein visual transition to the selected video signal is seamless.

186. The method of claim 185, further comprising the step of storing the user profile in memory at the receiver station.

20 187. The method of claim 185, wherein the user profile contains data indicating the user's viewing characteristics.

188. The method of claim 185, wherein the user profile contains data indicating a user's personal profile.

189. The method of claim 185, wherein the user profile is stored in memory at a central location.

190. The method of claim 185, wherein at least one of the video signals is an advertisement.

5 191. The method of claim 185, wherein the user profile contains selections made by the user during an interactive program.

192. The method of claim 185, wherein the user profile contains data collected from user responses to interrogatories, wherein the interrogatories are part of the program.

10 193. The method of claim 185, wherein data for the user profile is collected by polling the receiver station from the central location.

194. The method of claim 185, wherein the receiver station is a digital television.

195. The method of claim 185, wherein the receiver station comprises a personal computer with a television card.

15 196. The method of claim 185, wherein the receiver station comprises a digital cable box and a television, operably connected to the digital cable box.

197. The method of claim 185, further comprising the steps of:  
indicating to the user the different video options;  
receiving from the user a command indicating the selected video option.

20 198. The method of claim 185, wherein the plurality of video signals further comprise at least one closeup video and at least one slow motion video replay.



199. The method of claim 185, wherein the selected video option corresponds to the replay video.

200. The method of claim 185, wherein the digital programming is received from a digital versatile disk.

5 201. The method of claim 185, wherein the digital programming is received from a cable headend.

202. The method of claim 185, wherein the digital programming is received from satellite broadcast.

10 203. The method of claim 185, further comprising the steps of:  
obtaining a plurality of graphics segments;  
selecting at least one graphic segment;  
displaying the selected graphic segments.

204. The method of claim 203, wherein at least one of the graphics segments is stored locally to the receiver station.

15 205. The method of claim 203, wherein at least one of the graphics segments is received over a communications link from a remote source.

206. The method of claim 203, wherein at least one of the graphics segments is received over a communications link with an online service provider.

20 207. The method of claim 185, further comprising the step of receiving a plurality of audio signals.

208. The method of claim 207, wherein each audio signal is associated with one of the video signals.

209. The method of claim 207, wherein at least one of the audio signals is stored locally to the receiver station.

210. The method of claim 207, wherein at least one of the audio signals is received over a communications link from a remote source.

5 211. The method of claim 207, wherein at least one of the audio signals is received over a communications link with an online service provider.

212. A system of providing to a user digital programming at a receiver station, comprising the steps of:

10 means for receiving a plurality of digitally compressed video signals, each signal corresponding to a different video option of a program;

a processor, operably connected to the receiving means, for selecting one of the video options, wherein the video option is selected based upon a user profile resulting in a program tailored to the user;

15 a means for digitally decompressing the selected video signal corresponding to the selected video option; and

a means for displaying the selected video signal corresponding to the selected video option, wherein visual transition to the selected video signal is seamless.

213. The system of claim 212, wherein the user profile contains data indicating the user's viewing characteristics.

20 214. The system of claim 212, further comprising a means for storing the user profile.

215. The system of claim 212, wherein the user profile contains data indicating a user's personal profile.

216. The system of claim 212, wherein the user profile storage means is located at a central location.

217. The system of claim 212, wherein at least one of the video signals is an advertisement.

5 218. The system of claim 212, wherein the user profile contains selections made by the user during an interactive program.

219. The system of claim 212, wherein the user profile contains data collected from user responses to interrogatories, wherein the interrogatories are part of the program.

10 220. The system of claim 212, wherein data for the user profile is collected by polling the receiver station from a central location.

221. The system of claim 212, wherein the receiver station is a digital television.

222. The system of claim 212, wherein the receiver station comprises a personal computer with a television card.

15 223. The system of claim 212, wherein the receiver station comprises a digital cable box and a television, operably connected to the digital cable box.

224. The system of claim 212, wherein the digital programming is received from a digital versatile disk.

225. The system of claim 212, wherein the digital programming is received from a cable headend.

20 226. The system of claim 212, wherein the digital programming is received from satellite broadcast.

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227. The system of claim 212, wherein the plurality of video signals represent advertisements.